

ORDER



Orders
Order / Rev: 68422
Alt Order #:
Product Desc:
Estimate: 1561-9295
Flight Dates: 10/27/12 - 10/28/12
Original Date / Rev: 10/25/12 / 10/25/12
Order Type: GENERAL

WPTY - ABC24

Primary AE: Laura Lovejoy
Sales Office: MEM
Sales Region: Local

Agency
Name: Archer Malmo Media M
Buying Contact:
Billing Contact:
 65 Union Ave
 Memphis, TN 38103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Cohen for Congress
Demographic: HH
Product Codes: US Congress
Priority: P-4
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	2	\$200.00	\$170.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	2	\$200.00	\$170.00	0.00
Totals	2	\$200.00	\$170.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Laura Lovejoy			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPTY	10/27/12	10/28/12	Sa 6p-630p News ABC 24 News at 6p	CM	6p-630p	-----S-	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		1			\$100.00			0.00			
N 2	WPTY	10/27/12	10/28/12	Su 5p-530p News ABC 24 News at 5p	CM	5p-530p	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1			\$100.00			0.00			
Totals														2	\$200.00

Cohen for Congress

Order #: 1561-9295 Revision #: Date: 10/25/2012 1:00 PM

Vendor Code: WPTY-TV

Send Billing To: archer>malmo

65 Union Avenue

Suite 500

Memphis, TN 38103

Phone: 901.523.2000

Fax: 901.260.4356

Vendor: WPTY-TV

Estimate: 1561

Description: cohen/12/TV/Cohen-General-Additional 11.3-

Flight Start Date: 10/29/2012 05:00 AM

Flight End Date: 11/6/2012 04:59 AM

Contact: Laura Lovejoy

E-Mail: llovejoy@abc24.com

Phone: 321-7691

Fax: 452-1750

Affiliation: ABC 24

Client: Cohen for Congress

Media: TV

Product: general

Market: Memphis

Primary Demo: Adults 35-64

Separation between spots: 30

Buyer: Susan Rogers

srogers@archermalmo.com

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/29	Total Spots
30	WPTY-TV Sa 6:00p- 6:30p ABC 24 NEWS	EN	\$100.00	\$85.00	30	1	1
31	Su 5:00p- 5:30p ABC 24 NEWS	EN	\$100.00	\$85.00	30	1	1
Total Spots:			Total Cost:		\$170.00		2
Station Monthly Summary			Total Cost:		\$200.00		2
			NOV 12		\$170.00		2
			Total Cost:		\$200.00		2

Disclaimer:

Acceptance of buy means that station will guarantee rtgs and will air mkgds if the sked does not deliver rtgs. | Electronic Invoicing thru Strata/Encoda IDB# 660, twinvoices.com IDB #TV12602 or 9912602, or Marketron IBD #EI 869. Please call if you have any questions regarding electronic invoicing. Unless otherwise stated on this order, agency will be solely liable for payment of invoices if the agency has been paid by the advertiser. Prior to payment to the agency, advertiser will be solely liable.

Signature:

SIGN TO CONFIRM AND FAX OR EMAIL BACK TO ME

[Handwritten Signature]
68422

Traffic Report

Date: 10/25/2012
2:22 PM

Agency: archer>malmo
Office: archer>malmo
65 Union Avenue
Suite 500
Memphis TN 38103
Phone: 901.523.2000
Fax: 901.260.4356

Client: Cohen for Congress
Product: general
Media: TV
Estimate: 1561
Description: cohen/12/TV/Cohen-General-Additional 11.3-11.6
Flight Dates: 10/29/12 - 11/06/12
Market: Memphis
Station: WPTY-TV

Buyer: Susan Rogers
Traffic Address:
memphistraffic@abc24.com
2701 Union Extended
Memphis TN 38112
Contact: Ryan Mays
Phone: 323-2430
Fax: 323-5826

Start Date	End Date	ISCI/Ad #	ISCI/Ad Title	Len	Rot. %
11/3/12	11/5/12	Cohen.Music	Cohen.Music :30	30	100%

Disclaimer:

SIGN TO CONFIRM AND FAX OR EMAIL BACK TO ME

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WPTY-TV/memphis	Date: 10-25-12
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I, Susan Rogers,
 being/on behalf of: Steve Cohen, a legally
 qualified candidate of the Democrat political
 party for the office of: U.S. Congress
 in the 9th District
 election to be held on: 11-6-12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
As per emailed schedule.					

Total Charges: \$200 gross

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Cohen for Congress Campaign

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Henry Turley

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

10-25-12

Date

Susan Rogers

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

L. H. [Signature]

Signature

Laura Harvey

Printed Name

DOS

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Susan Rogers - Archer Malm
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Susan Rogers

signature of candidate or authorized committee

Susan Rogers
printed name

10-25-12
date